C1992-14

DEC 16

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

- FCC'S NEW DEAL ON POLITICAL ADVERTISING /4
- CBS TO TEST PRIME TIME SHIFT ON KPIX /25
- BASIC CABLE CONSIDERS PPV /39

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AT LARGE: NBC'S BOB WRIGHT
page 24

FCC TAKES CONTROL OF OVERCHARGES

Fines two stations $25,000 each; addresses reasonable access, 'equal opportunity'

By Harry A. Jessell

Broadcasters breathed a collective sigh of relief following the FCC's anticipated, but by no means certain, decision last week to pre-empt lawsuits against stations by candidates claiming they had been overcharged for campaign spots under the lowest-unit-charge statute.

"We are pleased the commission has asserted exclusive jurisdiction over political broadcast rate issues," said National Association of Broadcasters President Eddie Fritts. "We have always believed the FCC is the appropriate place for disputes to be resolved."

As expected, the pre-emption is total, covering determination of liability and rebates and sanctions. Whether the FCC is overreaching is left for the federal courts to decide.

If the FCC jurisdiction is affirmed, candidates who feel they have been overcharged will have no recourse but to file a complaint with the FCC. No longer will they be able to slap stations with lawsuits or threats of them.

As if to demonstrate that its pre-emption does not mean stations will be able to get away with ignoring their obligation, the FCC also last week tentatively fined two stations $25,000 each for lowest-unit-charge violations. The stations—KRON-TV San Francisco and KDFW-TV Dallas-Fort Worth—were among 30 stations "audited" for compliance with the political broadcasting rules in July 1990.

The FCC "is asserting its jurisdiction over all claims so as to vigorously prosecute such claims, not bury them," said FCC Commissioner Sherrie Marshall.

And to make sure everyone is clear on just what broadcasters' obligations are, the FCC adopted at its Dec. 12 open meeting a new set of political broadcasting rules, codifying some

This Week

RECORD SALE / 4

The anticipated sale of all-sports WFAN(AM) New York for $70 million may represent the highest price ever paid for an AM standalone.

FIRST SIXTY / 14

At a dinner to mark the magazine's 60th anniversary, BROADCASTING inducted 60 honorees into its newly established Hall of Fame. ABC News's Sam Donaldson was master of ceremonies.

BROADCASTING celebrates 60 years (p. 14)

BOB WRIGHT AT LARGE / 24

In a BROADCASTING interview, NBC President Bob Wright asserts that viewers will drive the network in the future and that NBC's organizational structure will reflect the programing that people want to see.

SHIFTING TIDE / 28

A second West Coast station—KPIX(TV) San Francisco—has received the go-ahead to shift prime time from 8-11 p.m. to 7-10. The station plans an hour newscast at 10 p.m., but CBS has asked it to seek a waiver of the prime time access rule to accommodate a 10:30 start for a possible late-night slate.

BASIC ADVANTAGE / 39

Basic cable networks—chiefly USA, the Nashville Network and ESPN—are stepping into PPV in an effort to bring in extra revenue. The services have the benefit of using their own networks to promote the events.

CHART-TOPPING URBAN, CHR / 44

The Birch fall survey for eight of the top-10 markets shows CHR and Urban formats holding their strength: each took four top spots.

PPV BAN IN THE WORKS / 47

Representative William Lipinski (D-Ill.) plans to introduce legislation next year banning PPV telecasts of sporting events held in public facilities. "He doesn't think it's fair for people who have technically already paid for the stadium to pay more to watch" on TV, a staffer said.

INTERACTIVE ACTION / 51

Interactive Network Inc., which raised $16 million by going public one month ago, is the latest pioneer to enter the interactive video field. It boasts a list of prestigious investors—NBC, Nielsen, Cablevision—but what it needs most now is customers.

J-CRISIS IN THE MAKING / 55

The potential for misuse means that exciting developments in digital imaging could have dire consequences for the integrity of TV news, a Washington panel was told.

Bob Wright at large (p. 24)

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

Broadcasting (ISSN 0007-2028) is published weekly by Cahners Publishing Co., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issues, $2.95, except special issues, $4.50. Subscription, U.S. and possessions, $85 per year. Canadian and other international subscribers, add $40. U.S. and possessions, $400 yearly for special delivery, $100 for first-class. Subscriber's occupation required.

Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Postmaster, please send address corrections to *Broadcasting*, PO Box 715, Brewster, NY 10509-0715.

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At Deadline

MORE CUTS AT TVB

The Television Bureau of Advertising reduced its staff by 11 last week. A TVB spokesperson said TVB was "in the final phase of our downsizing." As part of the downsizing, TVB's Los Angeles office has been closed. Last month, TVB closed its Chicago office.

NEW SHOW EXCLUSIVE

Cannell Distribution is launching a companion show to its *Street Justice*. *The Renegade* will be introduced in fall '92. *See page 10.*

ANOTHER CHAPTER 11

Inter-Urban Broadcasting, New Orleans-based radio group owner, has filed for Chapter 11 in New Orleans Bankruptcy Court. Affected stations are WYLD-AM-FM New Orleans, KATZ-AM-FM St. Louis and WIZF(FM) Erlanger, Ky.

For other late-breaking news, see "In Brief," pages 80-81.

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existing policies and staff interpretations and adding a few new twists. The new rules address the lowest-unit-charge requirement, but also the "reasonable access" and "equal opportunities" requirements.

Bobby Kahn, an attorney representing some of the candidates, said his clients would forgo additional lawsuits until the jurisdictional question is settled by the courts.

But, Kahn said, he will press ahead with FCC complaints against four stations. Last week's fines show the FCC is getting tough about enforcement. "We are very encouraged," he said.

Federal law requires broadcast stations to provide "reasonable access" to federal candidates—that is, sell or give away time to them. Also, it must sell time at "lowest unit charge" for that class and daypart or at rates comparable to those of the station's "most favored commercial advertiser." Stations that provide time to one candidate are also obliged to provide "equal opportunities" to opposing candidates.

> *The FCC "is asserting its jurisdiction over all [lowest unit charge] claims so as to vigorously prosecute such claims, not bury them."*
>
> **FCC Commissioner Sherrie Marshall**

The so-called political broadcasting rules have been a continuing source of confusion for broadcasters and candidates, with the former uncertain of their obligations and the latter of their rights.

In September 1990 the FCC released a preliminary analysis of its July 1990 station audit, indicating a majority of the stations were overcharging under the statute.

The findings triggered candidate lawsuits and threats of them against scores of stations across the country. Some stations resisted. Others reached settlements, handing over hundreds of thousands of dollars in rebates to the candidates. Faced with interminable and widespread litigation, the broadcasting industry pressed for FCC pre-emption.

Among the newly codified lowest-unit-charge rules is the requirement that stations make full disclosure to candidates of "all classes of time, discount rates and privileges afforded to commercial advertisers." The rules permit stations to create pre-emptible classes of time with certain restrictions as long as they are made available to commercial and political advertisers alike on the same terms.

The full-disclosure requirement was among several elaborations of lowest-unit-charge obligations first set forth by the FCC staff in September 1990. Because the elaborations may contain elements broadcasters had not previously been made aware of, said FCC General Counsel Robert Pettit, the FCC will not apply them in its enforcement proceedings prior to September 1990.

The FCC decided to retain a 1978 policy permitting stations to refuse to air campaign spots during newscasts. That decision came over the objections of FCC Chairman Alfred Sikes and the FCC staff, who favored repeal of the policy.

At Sikes's urging, the FCC adopted, along with its pre-emption order, a new complaint procedure permitting "limited discovery" of a station's commercial advertising records. A candidate would conduct discovery only after having made a prima facie case that he or she had been overcharged. Discovery would be conducted under a protective order that would limit access and disclosure of documents. Stations would be permitted to blank out the names of advertisers from advertising records.

According to the FCC, KDFW-TV Dallas-Fort Worth allegedly overcharged for 47 spots, while KRON-TV San Francisco overcharged for 98 spots and violated a rule prohibiting discrimination among candidates.

The FCC also notified three other audited stations that they were liable for fines for failure to maintain complete political broadcasting files: KTXA(TV) Dallas-Fort Worth ($7,500); KRLD(AM) Dallas-Fort Worth ($3,750) and WSTR-TV Cincinnati ($1,500).

The stations have an opportunity to present arguments against the fines before the FCC decides whether to affirm them.

Of the other 25 audited stations, 10 received letters of caution or admonition for various violations and 15 were cleared of all wrongdoing. ■

Broadcasting's Ratings Week Dec1-8

	ABC	CBS	NBC	FOX
MONDAY	16.0/24	15.6/23	13.9/21	NO PROGRAMING
8:00	60. MacGyver 9.5/15	14. Evening Shade 15.8/24	22. Fresh Prince 14.2/21	
8:30		21. Major Dad 14.5/21	26. Blossom 13.7/20	
9:00	8. NFL Monday Night Football—Philadelphia Eagles at Houston Oilers 17.9/30	10. Murphy Brown 17.3/25	24. NBC Monday Night Movies—A Little Piece of Heaven 13.8/21	
9:30		11. Designg Wmn 16.8/24		
10:00		19. Northern Exposure 14.7/23		
10:30				
TUESDAY	16.9/26	11.6/18	12.9/20	NO PROGRAMING
8:00	4. Full House 18.9/29	37. Rescue: 911 12.7/19	32. In the Heat of the Night 13.2/20	
8:30	7. Home Improvmt 18.4/27			
9:00	1. Roseanne 22.5/33	52. CBS Tuesday Night Movie—Star Trek V: The Final Frontier 11.1/17	35. Pearl Pt. 1 12.8/20	
9:30	3. Coach 19.6/29			
10:00	53. Homefront 11.0/18			
10:30				
WEDNESDAY	10.9/17	9.4/15	14.3/23	NO PROGRAMING
8:00	40. Dinosaurs 12.4/19	62. Brooklyn Bridge 9.3/15	6. Unsolved Mysteries 18.5/28	
8:30	30. Wonder Years 13.3/20	66. B. Bunny Xmas 8.6/13		
9:00	30. Doogie Howser 13.3/20	61. Jake and the Fatman 9.4/14	42. Seinfeld 12.3/19	
9:30	55. Anything B/Love 10.3/16		39. Seinfeld 12.5/19	
10:00	71. Civil Wars 8.1/14	58. 48 Hours 9.9/17	47. Pearl Pt. 2 12.0/21	
10:30				
THURSDAY	13.5/21	8.6/13	15.5/24	10.5/16
8:00	75. Pros and Cons 7.9/12	79. Top Cops 7.7/12	11. Cosby 16.8/26	38. Simpsons 12.6/20
8:30			9. A Diffnt. World 17.5/27	66. Drexell's Class 8.6/13
9:00	13. Pearl Harbor: Two Hours That Changed the World 16.3/25	84. Trials of Rosie O'Neill 6.7/10	5. Cheers 18.6/28	55. Beverly Hills 90210 10.3/15
9:30			16. Wings 15.5/23	
10:00		49. Knots Landing 11.4/18	43. Reasonable Doubts 12.2/20	
10:30				
FRIDAY	13.6/24	8.0/14	9.9/18	5.7/10
8:00	23. Family Matters 14.1/25	71. Garfield's Xmas 8.1/14	50. Matlock 11.2/20	82. America's Most Wanted 7.2/13
8:30	24. Step By Step 13.8/24	76. Claymation Xmas 7.8/13		
9:00	28. Perfect Strngrs 13.5/23	73. CBS Friday Movie Special—The Lady Forgets 8.0/14	66. Man of the People 8.6/15	89. Hidden Video 4.5/8
9:30	34. Baby Talk 12.9/23			91. Best of the Worst 3.9/7
10:00	28. 20/20 13.5/25		58. Pearl Pt. 3 9.9/18	
10:30				
SATURDAY	7.7/14	9.8/17	12.3/22	6.3/11
8:00	76. Who's the Boss? 7.8/14		35. Golden Girls 12.8/23	81. Cops 7.4/13
8:30	76. Growing Pains 7.8/14	54. 50th Anniversary of Pearl Harbor 10.5/18	50. Walter & Emily 11.2/19	64. Cops 2 9.0/16
9:00	83. TheYoung Riders 6.9/12		15. Empty Nest 15.6/27	88. Charlie Hoover 4.7/8
9:30			26. Nurses 13.7/23	90. Get A Life 4.0/7
10:00	69. The Commish 8.4/16	69. P.S. I Luv U 8.4/16	55. Pearl Pt. 4 10.3/19	
10:30				
SUNDAY	11.4/18	16.1/25	9.7/15	8.7/13
7:00	86. ABC's World of Discovery 6.4/10	2. 60 Minutes 20.1/32	17. NFL Game 2 15.4/26	85. True Colors 6.6/11
7:30			73. The Torkelsons 8.0/12	80. Parker Lewis 7.5/12
8:00	18. Am Fun Hme Vid 14.8/22	48. Brooklyn Bridge 11.8/18	40. Hot Country Nights 12.4/18	45. In Living Color 12.1/18
8:30	19. Am Fun People 14.7/22			65. Roc 8.7/13
9:00	43. ABC Sunday Night Movie—Yes Virginia, There is a Santa Claus 12.2/19	17. CBS Sunday Movie—Beaches 15.3/23	33. NBC Sunday Night Movie—One Special Victory 13.1/20	45. Married w/Childn 12.1/18
9:30				62. Herman's Head 9.3/14
10:00				87. Sunday Comics 5.3/8
10:30				
WEEK'S AVGS	12.8/20	11.5/18	13.1/21	7.8/13
SSN. TO DATE	12.2/20	13.8/22	12.8/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

URBAN, CHR MAINTAIN STRENGTH IN BIRCH

Fall report for eight of top-10 markets shows two formats splitting number-one spots

By Reed E. Bunzel

Radio stations programing Urban and Contemporary Hits Radio formats maintained their hold in top-10 markets, according to the just-released Birch 1991 fall survey. In the eight market reports released last week, Urban and CHR stations each placed first in four markets, although two of the number-one Urban stations and three of the CHR stations suffered audience declines.

Reports for the Dallas-Fort Worth and Houston markets will be released this week. Numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight.

Market-by-market highlights include:

■ New York: Urban-formatted WRKS-FM held on in the top slot but dropped more than half a point to 6.4, still ahead of WQHT(FM), which gained slightly to 5.7. Third-place Album-Oriented Rock WNEW-FM, which jumped a full point to 5.3 in the summer book, slipped back to 4.7 in the fall survey. The biggest market gain was realized by WLTW(FM), which jumped from 2.7 to 4.1.

■ Los Angeles: CHR combo KIIS-AM-FM held on to its lead, dipping slightly to 6.4 but still ahead of Urban challenger KKBT(FM), which held steady at 6.0. KLOS(FM) slipped a bit but remained in third place with a 5.2. Healthiest gain was posted by Spanish-formatted KLVE(FM), which jumped from 2.3 to 4.0—possibly, in part, because of Birch's primary language weighting.

■ Chicago: First-place Urban finisher WGCI-FM slipped more than a full point to 9.3, less than a half-point ahead of WGN(AM), which climbed to 8.9. CHR-oriented WBBM-FM slipped to 6.6 but held on in third place, ahead of AOR WWBZ-FM, which increased slighdy to 6.0.

■ San Francisco: Market leader KMEL(FM) increased its CHR share to 9.5, more than a full point ahead of News/Talk KGO(AM) and double the audience of Urban third-place finisher KSOL(FM), which finished at 4.7.

■ Philadelphia: Urban powerhouse WUSL(FM) gained more than a full point to 9.8, strengthening its market lead over AOR-formatted WMMR(FM), which finished second at 7.5. Classic

	Format	Summer	Fall
1. New York			
WRKS-FM	Urban	7.7	6.4
WQHT(FM)	CHR	5.5	5.7
WNEW-FM	AOR	5.3	4.7
WBLS(FM)	Urban	4.8	4.6
WHTZ(FM)	CHR	4.1	4.2
WLTW(FM)	Soft AC	2.7	4.1
WOR(AM)	Talk	3.3	4.0
WINS(AM)	News	4.1	3.8
WXRK(FM)	Classic rock	3.9	3.8
WNSR(FM)	Soft AC	3.3	3.6
2. Los Angeles			
KIIS-AM-FM	CHR	6.7	6.4
KKBT(FM)	Urban	6.0	6.0
KLOS(FM)	AOR	5.6	5.2
KOST(FM)	Soft AC	5.3	5.1
KPWR(FM)	CHR	4.4	5.0
KABC(AM)	Talk	5.4	4.0
KLVE(FM)	Spanish	2.3	4.0
KQLZ-FM	Rock	2.7	3.5
KROQ-FM	AOR	3.7	3.4
KRTH-FM	Oldies	2.9	3.3
3. Chicago			
WGCI-FM	Urban	10.6	9.3
WGN(AM)	MOR/talk	8.2	8.9
WBBM-FM	CHR	7.4	6.6
WWBZ-FM	AOR	5.8	6.0
WVAZ-FM	Urban	4.5	5.1
WUSN(FM)	Country	4.0	4.7
WXRT(FM)	AOR	3.8	3.8
WLUP-FM	AOR	3.8	3.7
WBBM(AM)	News	3.4	3.6
WNUA(FM)	AC	3.3	3.5
4. San Francisco			
KMEL(FM)	CHR	9.3	9.5
KGO(AM)	News/talk	7.9	8.4
KSOL(FM)	Urban	4.6	4.7
KCBS(AM)	News	4.3	4.3
KIOI(FM)	AC	3.4	3.9
KITS(FM)	Modern rock	3.2	3.3
KSAN(FM)	Country	3.3	3.3
KOIT-AM-FM	Soft AC	2.0	3.0
KRQR(FM)	AOR	1.7	2.8
KKSF(FM)	New AC	1.7	2.7
5. Philadelpia			
WUSL(FM)	Urban	8.7	9.8
WMMR(FM)	AOR	7.2	7.5
WYSP(FM)	Classic rock	6.6	6.7
KYW(AM)	News	7.3	6.3
WIOQ(FM)	CHR	7.1	6.0
WDAS-FM	Urban	4.6	5.9
WEGX(FM)	CHR	4.5	5.2
WWDB(FM)	Talk	4.4	4.2
WMGK(FM)	Soft rock	2.7	4.1
WOGL-FM	Oldies	4.1	4.0
6. Detroit			
WJLB(FM)	Urban	8.5	8.8
WJR(AM)	MOR/talk	7.2	7.5
WWWW(FM)	Country	5.5	7.4
WHYT(FM)	CHR	6.2	5.2
WLLZ(FM)	AOR	4.4	4.9
WRIF(FM)	AOR	4.2	4.9
WWJ(AM)	News	3.5	4.8
WCSX(FM)	Classic rock	5.3	4.3
WMXD(FM)	Urban	5.3	4.2
WXYT(AM)	News/talk	3.7	4.1
7. Washington			
WPGC-FM	CHR	13.4	12.4
WMZQ-AM-FM	Country	5.9	5.9
WKYS(FM)	Urban	6.3	5.4
WWDC-FM	AOR	5.4	4.7
WAVA(FM)	CHR	4.2	4.2
WCXR(FM)	Classic rock	3.8	4.0
WGAY-FM	Easy	4.5	4.0
WNAL(AM)	News/talk	2.7	3.6
WRQX-FM	Hot mix	3.3	3.6
WHFS(FM)	Prog. AOR	2.8	3.6
9. Boston			
WZOU(FM)	CHR	10.8	8.3
WBZ(AM)	AC	5.4	7.0
WBCN(FM)	AOR	7.3	6.7
WXKS-FM	CHR	7.9	6.7
WRKO(AM)	Talk	5.2	5.1
WBMX(FM)	AC mix	4.2	4.8
WZLX(FM)	Classic rock	4.2	4.7
WVBF(FM)	AC	3.5	4.5
WAAF(FM)	AOR	3.8	3.8
WMJX(FM)	AC	3.0	3.8
WODS(FM)	Oldies	4.0	3.8

ADVERTISING OUTLOOK MIXED FOR 1992

Forecasts for 1991 are lowered (again); network, spot bear the brunt of cuts

By Joe Flint

Analysts and industry executives at the PaineWebber Media Conference in New York last week found themselves revising earlier 1991 advertising expenditure estimates and trying to put on a happy face for 1992.

Robert Coen, senior vice president and director of forecasting, McCann-Erickson, who last year projected advertising expenditures in the United States to rise 4.6% to $136 billion (BROADCASTING, Dec. 17, 1990), said expenditures are now expected to drop 1.5% from 1990 to $126.7 billion. The 1991 decline has not dampened Coen's outlook for 1992. The McCann-Erickson forecaster is looking for the elections and Olympics to boost U.S. ad spending by 6.2% to $134.6 billion.

CHANGING PERCEPTIONS OF 1991

How six months affected 1991 advertising estimates vs. 1990

	Estimated June '91	*Estimate last week*
Network TV	+1.5%	-5.0%
Spot TV	+1.0%	-6.5%
Cable TV	+12.0%	+10.0%
Syndication*	+20.0%	+15.0%
Local TV	+1.0%	-1.0%

**Includes Fox. Source: Robert Coen, director of forecasting, McCann-Erickson.*

National TV-radio advertising, Coen said, will grow 7.8% to $23,310 billion in 1992, while local will see growth of 5.7% to $15.440 billion. Coen conceded at the conference that he was probably "more optimistic about the future than anybody in this room."

Coen's new figures for 1991 confirmed what broadcasters already knew. Network television, Coen said, was down 5% to $8.915 billion in 1991 compared to 1990. Spot television was off 6.5% to $7.280 billion, and network and spot radio expenditures were off 2% to $2.075 billion.

Cable and syndication continue to report double-digit growth, with cable advertising up 10% to $1.530 billion and syndication (including Fox) up 15% to $1.825 billion. National advertising for all TV and radio for 1991 was projected to hit $21.625 billion, a 4.2% decrease compared to 1990. Local broadcast media, Coen projected, will drop 6% to $14.150 billion this year compared to 1990.

Not sharing Coen's optimism for 1992 was John Perriss, chairman and chief executive officer, Zenith Media Worldwide, a London-based division of Saatchi & Saatchi. While Perriss mostly talked about the depressed advertising market abroad (with the exception of Japan), he did say that there was no immediate prospect of a return to real growth for the United States advertising market until 1994. North America, Perriss said, is "dragging down the rest of the world, and the United States ad industry still looks pretty sick."

Agreeing with that analysis was consulting firm Myers Marketing & Research (MM&R), which also put out its 1992 media spending forecast. Highlights of the MM&R study include: spending on the big-three networks, Fox and unwired networks will be up 5%-6%; spot and local television will be up 4%-5%; cable network spending up 14%-16%; local cable up

25%-30% and syndication up 3%-4%. All figures are adjusted to factor in an inflation rate of 4%.

State of the networks: 1991

In his annual state of the networks address, David Poltrack, senior vice president, planning and research, CBS Broadcast Group, predicted a 5% increase in three-network revenue to about $8.93 billion in 1992. Network revenue for 1991, he said, would be down 3%. Last year he had forecast a 2% increase in three-network revenue. Poltrack said since the Olympics will contribute to this gain, "underlying growth will be just 3%."

While 3% growth is nothing to crow about, Poltrack said he believed the "fundamentals supporting network television are sounder than they have been in recent years." Reasons for this, he explained, include the 1% increase in the three-network prime time rating and the increase in younger demographic audiences, which he put at 2%-3%. Also improving the picture, he said, is a slower pace of cable audience growth. Said Poltrack: "This season, basic cable's collective rating is up just 13%, compared to last season's comparable 23% gain and a five-season compound growth rate of 22%."

Poltrack said the estimated $500 million that fell out of the network ad marketplace will return. "No one," Poltrack said, "has attributed the declines to any substantial degree to a shifting in media strategy away from network television." If there is an economic turnaround before the 1992 upfront, Poltrack predicted, the three networks could see near double-digit growth in 1993. ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KDFT(AM) Ferris, Tex. CP sold by subsidiary of Willis Broadcasting Corp. to Willis Family Broadcasting Inc. for $2 million. Assignment includes total of nine stations for $9.45 million (see "For the Record" for individual stations). **Seller** is headed by L.E. Willis Sr., who has 25% interest in buyer. Willis Broadcasting recently sold WCLN(AM) Clinton, N.C., and is purchasing WTZR(FM) Moyock, N.C. (Chesapeake, Va.). It also has interests in five AM's and 11 FM's. **Buyer** is headed by Celestine L. Willis, daughter of seller, and also has interests in WGTM(AM) Wilson and WKJA(FM) Belhaven, both North Carolina. KDFT has religious format on 540 khz with 1 kw day and 220 w night.

WNHT-TV Concord, N.H. □ Sold by Thomas J. Flatley to New England Television for $1.75 million on terms. Station is not on air. Sale of station last year for $1.5 million ("Changing Hands," June 18, 1990), approved by FCC in July, did not close. **Seller** has no other broadcast interests. **Buyer** is headed by Wilson Hickman, who is also President and 20% shareholder of Kennebec Valley Television, Inc., permittee of WWLA-TV Lewiston and seven LPTV's, all Maine. WNHT-TV is independent on ch. 21 with 1860 kw visual and antenna 1,128 feet.

WPRA(AM)-WRPC(FM) Mayaguez-San German, P.R. □ Sold by W.P.R.A. Inc. to American National Broadcasting Corp. for $1.7 million. Terms: $250,000 down payment and $1.45 million cash at closing. **Seller** is headed by Ederlinda Camara de Tamayo and has no other broadcast interests. **Buyer** is headed by Fernando Vigil Jr., and has no other broadcast interests. WPRA is fulltimer with top 40

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ $4,219,278 □ 13
FM's □ $1,780,000 □ 3
AM-FM's □ $2,335,000 □ 3
TV's □ $1,750,000 □ 1
Total □ $15,484,278 □ 20

Year to Date:

AM's □ $80,909,786 □ 259
FM's □ $213,383,609 □ 267
AM-FM's □ $332,421,849 □ 205
TV's □ $1,060,654,400 □ 80
Total □ $1,687,369,644 □ 811

For 1990 total see Jan. 7, 1991 BROADCASTING.

SOLD!

WINZ-AM/WZTA-FM, Miami, Florida and WWNZ-AM/WZTU-FM, Orlando, Florida from Guy Gannett Publishing Company to Paxson Broadcasting, Inc.

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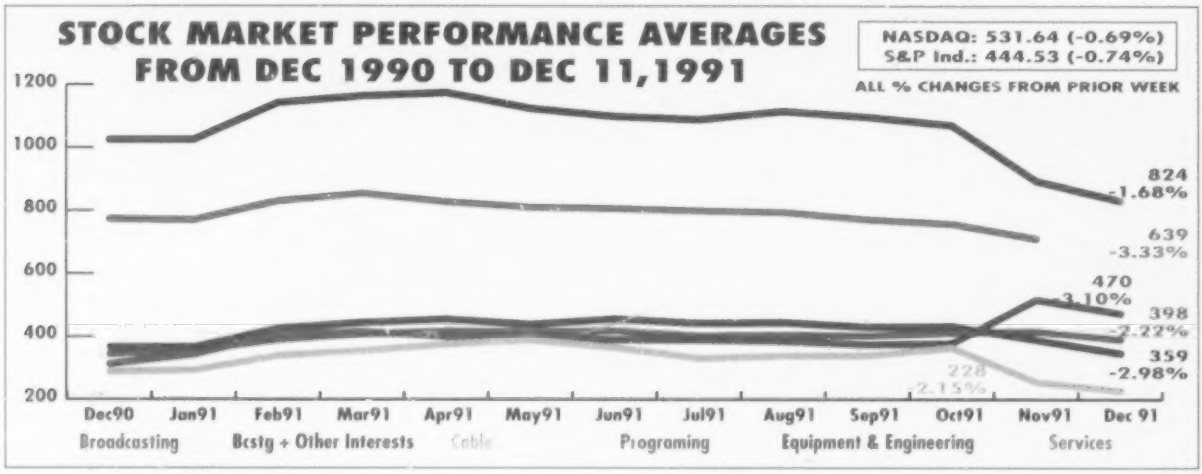
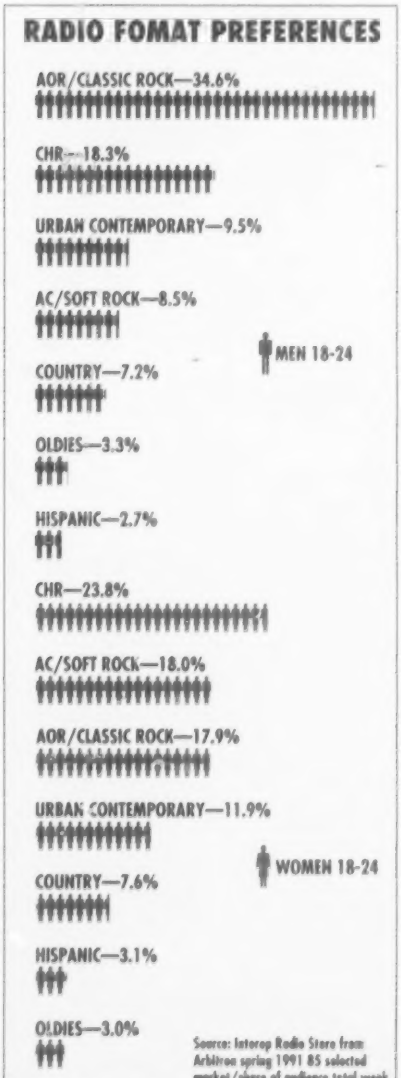
Broadcasting's By The Numbers





SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.